17. (Amended) A browser program product for controlling the operation of a wireless communication device by execution of the browser by a processor of the wireless communication device, the browser executing the operations of:

retrieving a first user interface definition page defined in a markup language;

parsing the first user interface definition page, and storing an association between [one of the softkeys] a softkey and a menu of menu items, each menu item associated with either a URL or an action;

responsive to receiving a user selection of the softkey, displaying the menu of menu items;

responsive to user selection of a displayed menu item associated with an action, effecting the action; and

responsive to user selection of a menu item associated with a URL, either fetching data specified by the URL or effecting a communication function of the wireless communication device specified by the URL.